

## INVOLVEMENT WITHIN THE SUSTAINABLE DEVELOPMENT – STRATEGIC OBJECTIVE FOR BANKS FROM ROMANIA

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### ABSTRACT

Nowadays, an important aspect for the global economic development with implications also in the economy of Romania is represented by the providing of balance between the economical growth and the natural environment in sense of its protection and who are the main players to assume this responsibility. In this article, we have developed the importance of assuming responsibility within the implementation of this concept “sustainable development” by the banks from Romania, with all that this involves: costs, but also advantages.

**KEYWORDS:** decision, environmental protection, information, investments, resources, sustainable development.

**JEL CLASSIFICATION:** G11, G21, Q01.

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